



USO PRESENTS  
**OPERATION**

THAT'S MY



DRESS

**SUNDAY, APRIL 13, 2014 ★ NEW YORK CITY**



## **ABOUT THE PROGRAM**

Honoring children of military families for their sacrifices and courage, the USO will host one of our premier military family appreciation programs – Operation: That's My Dress! – in April, the month of the military child. Military children experience unique challenges related to military life and culture. Due to frequent moves, many military children experience disrupted relationships with friends, and must adapt to new schools and cultivate new community resources. Operation: That's My Dress! is just one of the many ways the USO makes Every Moment Count for our troops and their families.

In partnership with SHERRI HILL, international fashion designer for Hollywood celebrities and pageant contestants, the USO will provide 400+ new gowns/dresses to teenage girls just in time for the 2014 prom season. On April 13<sup>th</sup>, in NYC, this one-day event will feature a private Fashion Show with professional models and Miss USA and Miss Teen USA state pageant title holders from across the country, entertainment by the USO Show Troupe, food and so much more. A Prom Expo prior to the dress giveaway will include TV celebrity hosts, hair and makeup demonstrations, consultations with beauty pageant contestants and celebrity stylists, and accessory giveaways.

# FIELD HOUSE EXPERIENCE AT CHELSEA PIERS

Following the runway Fashion Show extravaganza, children not receiving a prom dress can spend the afternoon in the Field House at Chelsea Piers, site of Manhattan's most comprehensive and organized amateur sports programs. Kids will enjoy private instruction on the 23-foot indoor climbing wall, perfect for beginners or experienced climbers; time in state-of-the-art batting cages and a ProBatter® Simulator, which is used at Major League Baseball stadiums and training sites; time to shoot hoops on two hardwood basketball courts; and trampoline lessons at the world-class Chelsea Piers Gym complex.

On April 7<sup>th</sup>, USO will publicly announce the participation and attendance of a celebrity from a top-ranked television series – stay tuned! As a special treat, Sherri Hill will be on-site to work one-on-one with the girls to select the perfect dress for that very special night.

Since the inception of this program, SHERRI HILL and the USO have provided more than \$1 million in dresses to military families at Fort Campbell, Fort Hood and Camp Lejeune. A similar event is scheduled in Fall 2014 for Homecoming dances in the San Diego Area, more details to follow soon.

## SHERRI HILL



## ATTENDEES

Children of active duty service members, regardless of geographic location, are invited to attend the event.

Teenage girls attending a Prom in 2014 are invited to receive a SHERRI HILL prom dress.

## FOR EVENT INFORMATION

Contact Ray Kennedy at [rkennedy@usonyc.org](mailto:rkennedy@usonyc.org)  
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## FOR SPONSORSHIP INFORMATION

Contact Jessica Herman at [jherman@usonyc.org](mailto:jherman@usonyc.org)  
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**FOR MORE INFORMATION, VISIT [USONyc.org](http://USONyc.org)**